



December 12, 2014

To: Executive Board

Subject: **Foothill Transit Class Pass Update**

Recommendation

Receive and file the Foothill Transit Class Pass Update.

Background

Early last year Foothill Transit's Executive Board directed that staff pursue expanding the student rider program to colleges throughout the San Gabriel and Pomona Valleys. The Foothill Transit Class Pass Pilot Program launched in August 2013 and since then we have seen increased ridership, high student participation, and enthusiastic college students and staff.

Foothill Transit currently participates in student rider programs at Rio Hondo College (GoRIO) and Pasadena City College (I-Pass) along with L.A. Metro and a number of other municipal transit providers. In March 2014 the Executive Board approved a Class Pass subsidy rate of \$0.60 per boarding and the fee structures for both these colleges were modified to reflect the new subsidy rate. Both schools were amenable to the new rate and signed updated MOUs. Ridership levels for both programs remain consistent.

The new Class Pass Pilot Programs at Mt. SAC and the University of La Verne have proven to be very successful. These programs started in the Fall semester of 2013 and have continued for three semesters. Boardings for these Class Pass Schools surpassed one million boardings in mid-October 2014.

In order to continue the Class Pass at Mt.SAC beyond the pilot phase, a student vote to implement a student fee to fund the program was needed. The student vote took place November 17-20, 2014 where students were asked whether they wanted to fund the program by paying a \$8 fee for part-time students and a \$9 fee for full-time students. The student body voted to approve the fee with 81 percent voting yes and 19 percent voting no. We are told by representatives of Mt. SAC that the turnout for this election was almost three times the number of students than any other campus election.



Foothill Transit staff was recently notified that the College may not be able to begin collecting the fee in time for implementation during the Spring 2015 semester. In order to prevent interruption of the Class Pass program during the Spring semester, options to continue funding the program will be brought to the Executive Board at the January meeting.

The Class Pass program at the University of La Verne requires no student vote to continue the program. The MOU is currently in the process of being signed and this will continue the Class Pass Program for two and a half years with three additional one-year extensions. The ridership at the University of La Verne has also been consistent, although at a smaller scale that reflects the smaller student population.

Expanding the Class Pass program to other San Gabriel Valley colleges and universities will continue to be explored. The success of the pilot programs have increased the visibility of the programs and hopefully the desirability of the Class Pass. Foothill Transit would eventually like to implement Class Pass programs at all colleges in the San Gabriel Valley that would like to participate.

Budget Impact

With the success of the pilot programs at Mt. SAC and the University of LaVerne, there is likely to be a need for added service to one or both academic institutions which would entail some added operating cost. The levels of service will be monitored regularly and service added to meet the ridership demands. In addition, there will be an annual \$40,000 expense to market the program at current schools and an additional \$20,000 to provide TAP cards. The anticipated annual revenue from the proposed Class Pass subsidy ranges from \$500,000 to \$600,000.

Sincerely,

A handwritten signature in blue ink, appearing to read 'K. Gagnon'.

Katie Gagnon
Special Projects Manager

A handwritten signature in blue ink, appearing to read 'D. Barnes'.

Doran J. Barnes
Executive Director